P **USA** INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO Lopez DATE: October 6, 1992

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SU **g Perceptions - $22,700**

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Project:
Attached for your approval is a Letter of Agreement between Marketing Perceptions, Inc. and Philip Morris to conduct a total of six mini-focus groups for Merit Brand Review.

Budget:
The cost of conducting this research is $22,700 and will be covered by the 1992 Consumer Research budget.

Competitive Bid:
Marketing Perceptions, Inc. was selected as the supplier for this project due to their expertise in conducting this type of research.

Alejandro Lopez

2045725084

Source: https://www.industrydocuments.ucsf.edu/docs/pjmj0004